

Docket No. SA-534

NATIONAL TRANSPORTATION SAFETY BOARD

Washington, D.C.

Survival Factors Group – Additional Documents
PG&E Response Pertaining to the
Affected Public Program Materials

(4 Pages)

PACIFIC GAS AND ELECTRIC COMPANY
San Bruno Gas Transmission Line Incident
Data Response

PG&E Data Request No.:	NTSB_060-001		
PG&E File Name:	San Bruno GT Line Incident_DR_NTSB_060-001		
Request Date:	April 4, 2011	Requesting Party:	NTSB
Date Sent:	April 5, 2011	Requestor:	Survival Factors (Chhatre/Sanzo)

QUESTION 1

In response to a previous request (NTSB_035-001), the following information was provided:

- *A mailing list of the affected public (non-customer property owners who live within 660 feet (200 meters) of PG&E's gas transmission lines) in the Peninsula Division who were mailed public awareness materials in 2008. (Attachment 45)*
- *A mailing list of the affected public (non-customer property owners who live within 660 feet (200 meters) of PG&E's gas transmission lines) in the Peninsula Division who were mailed public awareness materials in 2010. (Attachment 46)*

Please provide documentation that demonstrates how the mailings for the affected public (non-customers) are conducted including:

- **Who identifies this audience?**
- **What method is used to identify this audience?**

ANSWER 1

PG&E used a third-party vendor for this process. The vendor is The Paradigm Alliance, Inc.

The below process description is from the attached Affected Public 2010 RP 1162 Program Documentation provided by The Paradigm Alliance, Inc.

4. Process for Identifying Stakeholder Audience(s) Utilizing the company's centerline data, Paradigm created the appropriate buffer for each audience (listed above). Residential addresses within each carrier

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route intersecting the affected public buffer were extracted and processed through Paradigm's proprietary cascaded geo-coding methodology for spatial analysis. Where carrier routes did not exist, PO Box addresses within each ZIP Code intersecting the buffer were extracted and included in the program. Business company names and addresses were also extracted for each ZIP Code that intersected the affected public buffer and processed through Paradigm's proprietary cascaded geo-coding methodology for spatial analysis. Standard Industrial Classification (SIC) codes were used to categorize the records into appropriate stakeholder audiences for appropriate messaging and documentation of the program.

Stakeholder address data was compiled utilizing the nation's largest data providers. Specialty providers were utilized for address data in their respective areas of expertise.

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PG&E Data Request No.:	NTSB_060-002		
PG&E File Name:	San Bruno GT Line Incident_DR_NTSB_060-002		
Request Date:	April 4, 2011	Requesting Party:	NTSB
Date Sent:	April 5, 2011	Requestor:	Survival Factors (Chhatre/Sanzo)

QUESTION 2

In response to a previous request (NTSB_035-001), the following information was provided:

- *A mailing list of the affected public (non-customer property owners who live within 660 feet (200 meters) of PG&E's gas transmission lines) in the Peninsula Division who were mailed public awareness materials in 2008. (Attachment 45)*
- *A mailing list of the affected public (non-customer property owners who live within 660 feet (200 meters) of PG&E's gas transmission lines) in the Peninsula Division who were mailed public awareness materials in 2010. (Attachment 46)*

The mailing list for 2008 only includes 3346 records for addresses in Sunnyvale, California (Santa Clara County). The mailing list for 2010 only includes 1438 records for address in East Palo Alto and Palo Alto (San Mateo County).

- **Does PG&E believe that the 2008 and 2010 mailing lists accurately identify the affected public audience (non-customers)?**
- **If there are additional records of mailings for this audience, please provide this documentation.**

ANSWER 2

In 2008, PG&E erroneously mailed to Sunnyvale **customers** public awareness materials meant for **non-customer** property owners who live within 660 feet (200 meters) of PG&E's gas transmission lines in the Peninsula Division ("the affected public") and inadvertently did not mail these materials to the affected public (non-customers) in Palo Alto. This was a clerical error identified and corrected during our 2010 communications program. We believe the 2010 mailer does reach the intended audience.

PG&E does not have any additional records of mailings for this audience.

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PG&E Data Request No.:	NTSB_060-003		
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Request Date:	April 4, 2011	Requesting Party:	NTSB
Date Sent:	April 5, 2011	Requestor:	Survival Factors (Chhatre/Sanzo)

QUESTION 3

In response to a previous request (NTSB_035-001), the following information was provided:

- *A mailing list of the affected public (non-customer property owners who live within 660 feet (200 meters) of PG&E's gas transmission lines) in the Peninsula Division who were mailed public awareness materials in 2008. (Attachment 45)*
- *A mailing list of the affected public (non-customer property owners who live within 660 feet (200 meters) of PG&E's gas transmission lines) in the Peninsula Division who were mailed public awareness materials in 2010. (Attachment 46)*

For the public awareness mailings that are conducted by contractors:

- **How does PG&E quality check and verify the accuracy of the contractors' work?**

ANSWER 3

PG&E is involved in each stage of the development of the communications. We provide the vendor with pipeline location information, which allows them to identify within their GIS system the target locations for the communication. We review and approve the identified target locations for the communication. PG&E is involved in the development of the content and layout of the educational piece. PG&E is responsible for final approval prior to project execution.